

Charlotte Business INClusion (CBI)

State of the Program

Workforce & Business Development Committee Presentation

October 12, 2020

OBJECTIVE

- > Current State of CBI Program
- Disparity Study Update
- ➤ Future State of CBI Program

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CBI PROGRAM GOALS

- Certify and register minority, women and small business enterprises (MWSBE)
- Establish MWSBE prime and subcontracting goals
- Monitor diversity and inclusion contract compliance
- Track and report on citywide MWSBE spend
- Conduct MWSBE education and outreach initiatives
- Capacity Building Efforts in Collaboration with Economic Development
- Collaborate with departments to increase opportunities for MWSBE participation

The mission of the CBI program is to promote diversity, inclusion, and local business opportunities in the city's contracting and procurement process for businesses located in the Charlotte region.

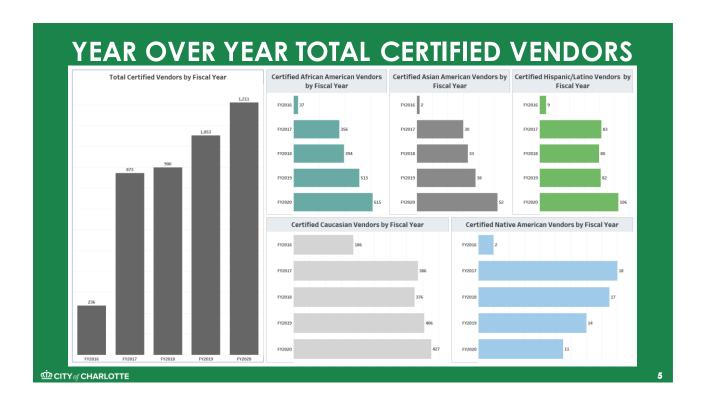
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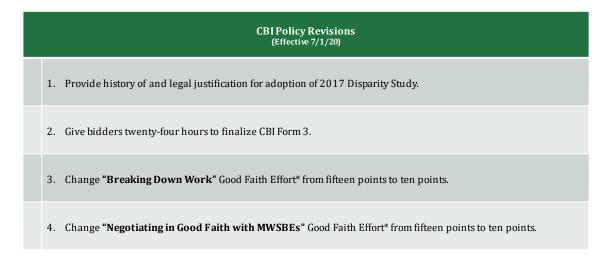
CURRENT STATE OF CBI - CONTINUOUS IMPROVEMENTS

- Collaborations with Major Stakeholders
 - > Departments, Vendors, Other Inclusion Leaders, Major Primes, Private Supplier Diversity Organizations, Financial & Academic Institutions
- Committee Support Workforce & Business Development & CBIAC
- Implementation of Policy Amendments
- Compliance & Reporting
- > CBI Team Development
- Communications (Training, Vendor Compliance, Policy Amendment Changes)
- Increase Certifications
- EarlyBird Project Communications System Implementation

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ADOPTION OF POLICY AMENDMENTS - JULY 1, 2020



*State law requires a bidder to achieve 50 points to satisfy good faith efforts.

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ADOPTION OF POLICY AMENDMENTS – JULY 1, 2020

CBI Policy Revisions (Effective 7/1/20)

- 5. Increase the duration of SBE certification from three years to four years
- 6. Eliminate the ability to count a single MWSBE towards a MWBE Goal and SBE Goal on a single contract. Firm would count towards either the MWBE Goal or SBE Goal
- 7. Lower construction subcontracting threshold from \$300,000 to \$200,000 which benefits certified MWSBEs through:
 - adequate bonding at \$200k rather than \$300K which many certified firms cannot meet
 - · creating "right size" opportunities for smaller firms to grow into larger jobs, while gaining experience and increasing capacity
 - · Increasing the pool of available opportunities to set goals and improve participation on contracts at lower levels

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DISPARITY STUDY PURPOSE

- What is a disparity study?
 - A determination of whether disparity exists between the number of minority-owned business enterprises (MBEs) and/or women-owned business enterprises (WBEs) available to perform on city contracts and the city's utilization of these firms. (Availability/Utilization)
 - A determination of the extent to which any disparity is attributable to discrimination.
- Why should the city conduct a disparity study?
 - Offers an objective analysis of contracting practices over a five year period.
 - Ensures a thorough approach to understanding and addressing disparities that exist.
 - Provides a legal justification for race-conscious and gender-conscious goal setting if disparity is shown in specific areas of contracting.

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DISPARITY STUDY SCHEDULE - KEY MILESTONES & DATES

DATE	EVENT
October 15, 2020	Issuance of RFP
October 22, 2020	Request for Proposals Acknowledgement
October 22, 2020	Submission of Written Questions
October 28, 2020	Non-Mandatory Pre-Proposal Conference
November 18, 2020	Proposal Submission
November 18, 2020 - December 18, 2020	Evaluation, Shortlisting, Company Demonstration, and Interviews
January 25, 2021	Contract Award by Council
March 1, 2021	Services Commence

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DISPARITY STUDY RFP EVALUATION COMMITTEE

Name	Organization
Victoria Johnson	City Manager's Office
Marcy Mars	Procurement
Edison Cassels	CBIAC
Michele Torres	Aviation
Jerrianne Jackson	Economic Development
TBD	Office of Equity & Mobility
Steven Coker	СВІ

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FUTURE STATE OF CBI

- > SWOT Analysis
- Strategic Plan
- > Best In Class Diversity, Equity & Inclusion Program

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STRATEGIC PLAN-SWOT ANALYSIS

Will be used as a part of the CBI Strategic Plan Development S INTERNAL STRENGTHS 1 What do our vendors like most about the CBI program? 2 What are we most efficient at? 3 What resources have been our best investment? 4 What can we do in less time? 5 What makes us stand out? 6 What do we do well? What unique resources can we draw on? What do others see as our strengths? 7 Other? O EXTERNAL OPPORTUNITIES T Where are we wasting 4 What can we do better 5 What do well others 6 What could we improve technology, etc.)? What others

7	Other?
0	EXTERNAL OPPORTUNITIES
1	What is missing in our market?
	What could we create or do better?
3	What new trends are occurring?
4	What new technologies can we use?
	What are changes in the market that we should be aware of?
	What opportunities are open to us? What trends/best practices could we take advantage of? How can we turn strengths into opportunities?
	Other?

W	INTERNAL WEAKNESSSES
	Where do we lack efficiency?
	Where are we wasting money? (e.g. programmatic funding)
	Where are we wasting time and other resources?
	What can we do better? (think Best Practices)
	What are our top complaints relative to what we do?
	What could we improve? Where are we not properly resourced (staff, funding, technology, etc.)? What do others likely see as our weaknesses?
	Other?

Т	EXTERNAL THREATS
1	What changes are occurring in our market's environment?
	What are some technological forces that can impact what we do?
	What changes are occurring in the way we're being discovered?
4	What social changes could threaten us?
	Are there any threatening government/political policies or regulations?
	What threats could harm us? What are other agencies/organizations doing? What threats do our weaknesses expose? How can we mitigate threats caused by our weaknesses?
7	Other?

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STRATEGIC PLAN

- > Policy development
- Marketing and communications plan development
- Establishing data analytics and tracking
- Program budget
- Incremental program goal setting
- Program metrics and expectations
- Capacity Building

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PATH TO BEST IN CLASS PROGRAM

- ✓ Communicate program goals and results
- √ Highlight and recognize suppliers
- ✓ Award performance
- ✓ Build capacity and grow diverse firms
- ✓ Link to performance evaluations
- ✓ Provide periodic reports
- ✓ Host matchmaking and outreach events
- ✓ Facilitate mentoring programs
- ✓ Develop bonding and insurance initiatives
- ✓ Recognition of CBI firms that participate in Workforce Development Programs

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FOUNDATION TO BEST IN CLASS PROGRAM

- ✓ Broad support from city leadership
- ✓ Buy-in from city staff
- ✓ Staff leadership and structural support
- ✓ Maximum percentage of spend with diverse firms
- ✓ Diverse firms continued growth and job creation
- ✓ Regular and ongoing communication of goals and results
- ✓ Investment in the CBI program

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WORKFORCE AND BUSINESS DEVELOPMENT COMMITTEE











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CHARLOTTE BUSINESS INCLUSION A DVISORY COMMITTEE (CBIAC)

	CBIAC
Edison Cassels, Chair	At-Large
Vernetta Mitchell, Vice-Chair	At-Large
Stephanie Kegly Adler	At-Large
Nigel Long	At-Large Charlotte Regional Business Alliance
Charity Kimmel	At-Large
Jamal Cook	At-Large
William Stricker	Carolina Association of General Contractors (CAGC)
Nicole Reina	National Association of Women Business Owners (NAWBO)
Sandra "Lissette" Velez	Hispanic Contractors Association (HCAC)
Michelle Ho	Carolinas Asian-American Chamber of Commerce
Valerie Del	Metrolina Minority Contractors Association
Chevonne Willis	At-Large
Jessie Jacobs	Metrolina Native American Association
Johanna Suarez	Latin American Chamber of Commerce (LACCC)
Chyna Green	At-Large

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Questions?



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